

What is claimed is:

1. A method for the automated generation of aggregate creatives, comprising the steps of:

receiving an aggregate creative definition;

5 constructing a container in accordance with the aggregate creative definition;

receiving a plurality of subcreatives associated with the aggregate creative definition for selective combination with the container;

operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms, each of the plurality of aggregate creative forms comprising at least one combination of a selected subcreative from the plurality of subcreatives with the container; and

10 storing the plurality of aggregate creative forms for transmission to users on an electronic network.

15 2. The method of claim 1 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.

3. The method of claim 1 wherein each of the plurality of subcreatives comprises at least one of the group comprising text, a graphic and a hyperlink.

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4. The method of claim 1 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

5. The method of claim 1 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

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6. The method of claim 5 wherein the step of rotating is performed with weighting of selected subcreatives.

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7. The method of claim 5 wherein the step of rotating is performed with constraints on the selection of the plurality of subcreatives.

8. A system for the automated generation of aggregate creatives, comprising:

5 a processor;

a memory connected to the processor and storing instructions to control the operation of the processor to perform the steps of

receiving an aggregate creative definition;

constructing a container in accordance with the aggregate creative definition;

10 receiving a plurality of subcreatives associated with the aggregate creative definition for selective combination with the container;

operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms, each of the plurality of aggregate creative forms comprising at least one combination of a selected subcreative from the plurality of subcreatives with the container; and

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storing the plurality of aggregate creative forms for transmission to users on an electronic network.

9. The system of claim 8 wherein the aggregate creative definition is selected from

20 the group comprising templates, data files and software programs.

10. The system of claim 8 wherein each of the plurality of subcreatives comprises at least one of the group comprising text, a graphic and a hyperlink.

25 11. The system of claim 8 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

12. The system of claim 8 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

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13. The system of claim 12 wherein the step of rotating is performed with weighting of selected subcreatives.

14. The system of claim 12 wherein the step of rotating is performed with constraints
5 on the selection of the plurality of subcreatives.

15. A system for the automated generation of aggregate creatives, comprising:
means for receiving an aggregate creative definition;
means for constructing a container in accordance with the aggregate creative
10 definition;
means for receiving a plurality of subcreatives associated with the aggregate
creative definition for selective combination with the container;
means for operating the aggregate creative definition to selectively assemble a
plurality of aggregate creative forms, each of the plurality of aggregate creative forms
15 comprising at least one combination of a selected subcreative from the plurality of
subcreatives with the container; and
means for storing the plurality of aggregate creative forms for transmission to
users on an electronic network.

20 16. A program product comprising a storage device containing instructions operable
on a computer for the automated generation of aggregate creatives, the instructions
operable with the computer to perform the steps of:
receiving an aggregate creative definition;
constructing a container in accordance with the aggregate creative definition;
25 receiving a plurality of subcreatives associated with the aggregate creative
definition for selective combination with the container;
operating the aggregate creative definition to selectively assemble a plurality of
aggregate creative forms, each of the plurality of aggregate creative forms comprising at
least one combination of a selected subcreative from the plurality of subcreatives with the
30 container; and

storing the plurality of aggregate creative forms for transmission to users on an electronic network.

17. A method for serving aggregate creatives with an advertising system, comprising
5 the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;

receiving a plurality of subcreatives for selective combination with the aggregate creative definition;

operating the aggregate creative definition to selectively assemble a plurality of
10 aggregate creative forms;

storing the plurality of aggregate creative forms;

storing a plurality of non-aggregate creatives; and

operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a
15 viewer.

18. A method in accordance with claim 17 and further including the step of transmitting the selected one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives to the viewer over an electronic network.

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19. A method in accordance with claim 18 wherein the electronic network is the Internet.

20. A method in accordance with claim 17 and further including the step of
25 periodically repeating the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms in accordance with a predefined plan of rotation of said plurality of subcreatives.

21. A method in accordance with claim 20 and further including the step of
30 periodically repeating the step of operating the advertising system to select one of the

plurality of aggregate creative forms and non-aggregate creatives in accordance with a predefined rotation plan.

22. A method in accordance with claim 20 wherein the subcreatives selected for
5 inclusion in the aggregate creative forms are selected in accordance with a first weighting
and the aggregate creative forms selected for transmission to a viewer are selected in
accordance with a second weighting.

23. A method in accordance with claim 20 wherein the subcreatives selected for
10 inclusion in the aggregate creative forms are selected in accordance with a first constraint
and the aggregate creative forms selected for transmission to a viewer are selected in
accordance with a second constraint.

24. The method of claim 20 wherein the aggregate creative definition is selected from
15 the group comprising templates, data files and software programs.

25. The method of claim 20 wherein each of the plurality of subcreatives is selected
from the group comprising text, a graphic and a hyperlink.

20 26. The method of claim 20 wherein each of the plurality of subcreatives is associated
with at least one pool of subcreatives.

27. The method of claim 20 wherein the step of operating the aggregate creative
definition to selectively assemble a plurality of aggregate creative forms includes the step
25 of rotating the selection of subcreatives within the plurality of aggregate creative forms.

28. The method of claim 20 wherein the step of rotating is performed with weighting
of selected subcreatives.

30 29. The method of claim 20 wherein the step of rotating is performed with constraints
on the selection of the plurality of subcreatives.

30. A system for serving aggregate creatives with an advertising system, comprising:
a processor;
a memory connected to the processor and storing instructions to control the
operation of the processor, the instructions operating the processor to perform the steps of
5 receiving an aggregate creative definition for assembling an aggregate creative;
receiving a plurality of subcreatives for selective combination with the aggregate
creative definition;
operating the aggregate creative definition to selectively assemble a plurality of
aggregate creative forms;
10 storing the plurality of aggregate creative forms;
storing a plurality of non-aggregate creatives; and
operating the advertising system to select one of the plurality of aggregate
creative forms or one of the plurality of non-aggregate creatives for transmission to a
viewer.

15 31. The system of claim 30 and further including the step of transmitting the selected
one of the plurality of aggregate creative forms or one of the plurality of non-aggregate
creatives to the viewer over an electronic network.

20 32. The system of claim 30 wherein the electronic network is the Internet.

33. The system of claim 30 and further including the step of periodically repeating the
step of operating the aggregate creative definition to selectively assemble a plurality of
aggregate creative forms in accordance with a predefined plan of rotation of said plurality
25 of subcreatives.

34. The system of claim 30 and further including the step of periodically repeating the
step of operating the advertising system to select one of the plurality of aggregate creative
forms and non-aggregate creatives in accordance with a predefined rotation plan.

35. The system of claim 34 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first weighting and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second weighting.

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36. The system of claim 34 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first constraint and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second constraint.

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37. The system of claim 30 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.

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38. The system of claim 30 wherein each of the plurality of subcreatives is selected from the group comprising text, a graphic and a hyperlink.

39. The system of claim 30 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

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40. The system of claim 39 wherein an aggregate creative is associated with a plurality of pools of subcreatives.

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41. The system of claim 30 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

42. The system of claim 30 wherein the step of rotating is performed with weighting of selected subcreatives.

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43. The system of claim 30 wherein the step of rotating is performed with constraints on the selection of the plurality of subcreatives.

44. A system for serving aggregate creatives with an advertising system, comprising:
means for receiving an aggregate creative definition for assembling an aggregate
creative;

5 means for receiving a plurality of subcreatives for selective combination with the
aggregate creative definition;

means for operating the aggregate creative definition to selectively assemble a
plurality of aggregate creative forms;

means for storing the plurality of aggregate creative forms;

10 means for storing a plurality of non-aggregate creatives; and

means for operating the advertising system to select one of the plurality of
aggregate creative forms or one of the plurality of non-aggregate creatives for
transmission to a viewer.

15 45. A program product containing instructions operable on a computer to serve
aggregate creatives with an advertising system, the instructions operating the computer to
perform the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;

20 receiving a plurality of subcreatives for selective combination with the aggregate
creative definition;

operating the aggregate creative definition to selectively assemble a plurality of
aggregate creative forms;

storing the plurality of aggregate creative forms;

storing a plurality of non-aggregate creatives; and

25 operating the advertising system to select one of the plurality of aggregate
creative forms or one of the plurality of non-aggregate creatives for transmission to a
viewer.